

ABSTRACT OF THE DISCLOSURE

A subject-matter of the disclosure is a novel composition for the dyeing of human keratinous fibres, for example, the hair, comprising a monocationic monoazo dye of formula (I) **W1-N=N-W2-NW3-W4-W5**, the dyeing processes employing it, the use of the dyes of formula (I) as direct dyes and the novel compounds of formula (I).